

Obama For America

69354

New Order

Estimate 2310

Obama
:60 Add
WKRC
11/1-11/6

Day	Date	Time	Program	Rate	# of spots	Cost
Th-Fri	11/1-11/2	5-5:30A	Good Morn. Cincinnati	\$1,000	4	\$4,000
Th-Fri	11/1-11/2	8-9A	CBS Early Show	\$900	3	\$2,700
Th-Fri	11/2-11/2	10-11A	Anderson Cooper	\$700	2	\$1,400
Th-Fri	11/1-11/2	12-12:30P	12News at Noon	\$1,450	4	\$5,800
Th-Sun	11/1-11/4	11-11:35P	12News at 11	\$10,000	1	\$10,000
Sat	11/3	12-3:30P	Univ. of Cincinnati vs. Syracuse	\$6,000	1	\$6,000
Sun	11/4	11:35P-12:35A	Sports Authority	\$1,500	1	\$1,500
Mon-Tue	11/5-11/6	5-5:30A	Good Morn. Cincinnati	\$1,000	3	\$3,000
Mon-Tue	11/5-11/6	6-7A	Good Morn. Cincinnati	\$2,400	1	\$2,400
Mon-Tue	11/5/11/6	4-4:30P	12News at 4	\$1,600	2	\$3,200
					22	\$40,000

P2
P2
P2
P2
P1
P2
P2
P1
P1
P1

Connell II, Jim

From: Bradley, Alexandra [Alexandra.Bradley@msmtvsales.com]

Sent: Wednesday, October 31, 2012 10:40 AM

To: Connell II, Jim

Subject: RE: Obama Add Proposed schedule
New order. It's Estimate 2310

Alexandra Keller
Senior Account Executive
Millennium Sales-DC
p. (202) 955-5342
f. (202) 955-5348
alexandra.bradley@msmtvsales.com

From: Connell II, Jim [mailto:jconnell@local12.com]

Sent: Wednesday, October 31, 2012 10:39 AM

To: Bradley, Alexandra

Subject: RE: Obama Add Proposed schedule

Do you want this to be a new order or add it to HL#9853251 (the :60 order that runs thru 11/6?)

Jim Connell
National Sales Manager
WKRC/EKRC-TV
Cincinnati, Ohio
P (513) 763-5481
F (513) 763-5562
E jconnell@local12.com

From: Bradley, Alexandra [mailto:Alexandra.Bradley@msmtvsales.com]

Sent: Wednesday, October 31, 2012 10:33 AM

To: Connell II, Jim

Subject: RE: Obama Add Proposed schedule

This is fine, except it needs to be \$40k even. We probably have \$250 sitting around though from pre-empts.

Alexandra Keller
Senior Account Executive
Millennium Sales-DC
p. (202) 955-5342
f. (202) 955-5348
alexandra.bradley@msmtvsales.com

From: Connell II, Jim [mailto:jconnell@local12.com]

Sent: Wednesday, October 31, 2012 10:24 AM

10/31/2012

To: Bradley, Alexandra

Subject: Obama Add Proposed schedule

Hi,

Here's the Obama proposal...let me know if it's OK.

Thanks!

Jim

10/31/2012

Order / Rev: 69354

Advertiser: Obama/D/President

Alt Order #:

Product Desc: obama 2310

Local 12 WKRC-TV

Flight Dates: 11/01/12 - 11/06/12

Estimate: 2310

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WKRC	11/01/12	11/02/12	Local 12 News at Noon	CM	12p-1230p	---TF--	1:00	4	\$1,450.00	P-2	0.00	NM	4	\$5,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	---TF--	4	\$1,450.00	0.00								
N 5	WKRC	11/01/12	11/04/12	11p M-Su Local 12 News	CM	11p-1135p	---TFSS	1:00	1	\$10,000.00	P-1	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	---TFSS	1	\$10,000.00	0.00								
N 6	WKRC	11/03/12	11/03/12	Big East Football	CM	12p-330p	-----S-	1:00	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----S-	1	\$6,000.00	0.00								
N 7	WKRC	11/04/12	11/04/12	Sun 1135p-1205a	CM	1135p-1205a	-----S	1:00	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-----S	1	\$1,500.00	0.00								
N 8	WKRC	11/05/12	11/06/12	5a Good Morn Cincinnati	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	MT-----	1:00	3	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 11/05/12	11/11/12	MT-----	3	\$1,000.00	0.00								
N 9	WKRC	11/05/12	11/06/12	6a Good Morn Cincinnati	CM	6a-7a	MT-----	1:00	1	\$2,400.00	P-1	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 11/05/12	11/11/12	MT-----	1	\$2,400.00	0.00								
N 10	WKRC	11/05/12	11/06/12	4p Local 12 News at Four	CM	4:00 PM-4:30 PM (4:00 PM-4:30 PM)	MT-----	1:00	2	\$1,600.00	P-1	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 11/05/12	11/11/12	MT-----	2	\$1,600.00	0.00								
Totals														22	\$40,000.00